Rate Type

\$800.00 NM



**WESH** 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address: of Marin

Mentzer Media Services Attention: Accounts Payable 600 Fairmont Ave Suite 306 Towson, MD 21286

Send Payment To:

**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
933635-1	10/21/12	October 2012	10/01/12 - 10/15/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingto	National

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMER CROSSROADS	1774

Flight Dates	Order #	Alt Order #
10/09/12 - 10/15/12	933635	07888861
Billing Calendar	Billing Type	Deal #
Broadcast	Cash	
Special Handling		
IDB#	Advertiser Cod	de Product Code

1021		
Agency Ref	Advertiser Ref	<u>-</u>

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
	10/09/12 Class of Tir	10/12/12 ne - Pre-em	Regis & Kelly 9-10 Alptible with notice	M 9:00-10:00 AM	-2222	:30	8	\$800.00	NM		
V	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 -2222	<u>Spots/Week</u> 8	<u>Rate</u> \$800.00						
5	Spots: # Ch	Day Air	Date Air Time Desc	<u>cription</u>	Start/End Time	<u>Lengt</u>	th Ad-ID			<u>Rate</u>	<u>Type</u>
	1 WE	ESHTu 10	/09/12 9:36 AM Regi	s & Kelly 9-10 AM	9:00-10:00 AM	:3	30 FLSNTV03A	CH		\$800.00	NM
	6 WE	ESHTu 10	/09/12 9:56 AM Regi	s & Kelly 9-10 AM	9:00-10:00 AM	:3	30 FLSNTV03A	CH		\$800.00	NM
	5 WE	ESHW 10	/10/12 9:48 AM Regi	s & Kelly 9-10 AM	9:00-10:00 AM	:3	0 USPRTV20A	CH		\$800.00	NM
	2 WE	ESHW 10	/10/12 9:58 AM Regi	s & Kelly 9-10 AM	9:00-10:00 AM	:3	30 USPRTV20A	CH		\$800.00	NM
	8 WE	ESHTh 10	/11/12 9:24 AM Regi	s & Kelly 9-10 AM	9:00-10:00 AM	:3	30 USPRTV20A	CH		\$800.00	NM
	3 WE	ESHTh 10	/11/12 9:37 AM Regi	s & Kelly 9-10 AM	9:00-10:00 AM	:3	30 USPRTV20A	CH		\$800.00	NM
	7 W	ESHF 10	/12/12 9:23 AM Regi	s & Kelly 9-10 AM	9:00-10:00 AM	:3	30 USPRTV20A	CH		\$800.00	NM
	4 W	ESHF 10	/12/12 9:49 AM Regi	s & Kelly 9-10 AM	9:00-10:00 AM	:3	30 USPRTV20A	CH		\$800.00	NM
	10/09/12 Class of Tir	10/12/12 ne - Fixed N	NBC Today Show II on Pre-emptible	10AM-11AM	-2221	:30	7	\$700.00	NM		
1	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 -2221	Spots/Week 7	<u>Rate</u> \$700.00					-	
,	Spots: # Ch	Day Ai	r Date Air Time Desc	cription	Start/End Time	Leng	th Ad-ID			<u>Rate</u>	Type
	1 WE	ESHTu 10	/09/12 10:48 AM NBC	Today Show II	10AM-11AM	:3	30 FLSNTV03A	CH		\$700.00	NM
	5 WE	ESHTu 10	0/09/12 11:00 AM NBC	Today Show II	10AM-11AM	:3	30 FLSNTV03A	CH		\$700.00	NM
	2 W	ESHW 10	/10/12 10:49 AM NBC	Today Show II	10AM-11AM	:3	30 USPRTV20A	CH		\$700.00	NM
	6 W	ESHW 10	0/10/12 11:00 AM NBC	Today Show II	10AM-11AM	:3	30 USPRTV20A	CH		\$700.00	NM
	3 W		0/11/12 NBC G 2.9,2.10	Today Show II	10AM-11AM	:0	00			\$ <del>700.00</del>	NM
	8 W	ESHTh 10	0/11/12 10:51 AMNBC	Today Show II	10AM-11AM	:3	30 USPRTV20A	.CH		\$700.00	NM
	7 WI	ESHF 10	0/12/12 10:58 AM NBC	Today Show II	10AM-11AM	::	30 USPRTV20A	.CH		\$700.00	NM
	10 WI		0/15/12 5:28 AM M-F 2.3 10/11	Early Sunrise	5:00-6:00 AM	:0	30 USPRTV20A	.CH		\$350.00	NM
	9 WI		0/15/12 5:55 AMM-F 2.3 10/11	Early Sunrise	5:00-6:00 AM	::	30 USPRTV20A	CH		\$350.00	NM
3	10/09/12 Class of Til	10/12/12 me - Pre-em	M-F 4-5 PM NEWS	M-F 4-5 PM	-2222	:30	8	\$800.00	NM		
,	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 -2222		<u>Rate</u> \$800.00						

Start/End Time

M-F 4-5 PM

Length Ad-ID

:30 FLSNTV03ACH

Air Time Description

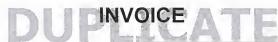
4:12 PM M-F 4-5 PM NEWS

1 WESHTu 10/09/12

Day Air Date

Spots: # Ch

Send Payment To:





**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

200	Invoice #	Invoice Date	Invoice Month	Invoice Period		
			IIIVOICE MOITH	invoice i enou		
	933635-1	10/21/12	October 2012	10/01/12 - 10/15/12		

Advertiser	Product	Estimate Number
American Crossroads - Issi	AMER CROSSROADS	1774

www.v	esh.com										
								Spots/			
Line	Start Date	End Da	ate Des	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
3	10/09/12 Class of Tin	10/12/ ne - Pre-		4-5 PM NEWS th notice	M-F 4-5 PM	=2222	:30	8	\$800.00	NM	, s. r.
	Spots: # Ch	<u>Day</u>	Air Date	Air Time Descr	iption	Start/End Time	Lengti	Ad-ID			Rate Type
	6 WE	SHTu	10/09/12	4:29 PM M-F 4	-5 PM NEWS	M-F 4-5 PM	:30	) FLSNTV03A	ACH		\$800.00 NM
	8 WE	ESHW	10/10/12	4:22 PM M-F 4	-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20A	ACH		\$800.00 NM
	2 WE	ESHW	10/10/12	4:28 PM M-F 4	-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20A	ACH		\$800.00 NM
	3 WE	ESHTh	10/11/12	4:13 PM M-F 4	-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20A	ACH		\$800.00 NM
	5 WE	ESHTh	10/11/12	4:30 PM M-F 4	-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20A	ACH		\$800.00 NM
1	7 WE	ESHF	10/12/12	4:28 PM M-F 4	-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20A	ACH		\$800.00 NM
	4 WE	SHF	10/12/12	4:42 PM M-F 4	-5 PM NEWS	M-F 4-5 PM	:3	USPRTV204	ACH		\$800.00 NM
4	10/09/12 Class of Tir		emptible w	5-6 PM ROT th notice	5:00-6:00 PM	-2222	:30	8	\$1,400.00	NM	
	Weeks:	Start Da 10/08/1	2 10/14		Spots/Week 8	<u>Rate</u> \$1,400.00			-		
	Spots: # Ch		Air Date	Air Time Descr		Start/End Time		h Ad-ID			Rate Type
		ESHTu	10/09/12	5:22 PM M-F 5		5:00-6:00 PM		0 FLSNTV03/			\$1,400.00 NM
		ESHTu	10/09/12	5:57 PM M-F 5		5:00-6:00 PM		0 FLSNTV03			\$1,400.00 NM
l		ESHW	10/10/12	5:30 PM M-F 5		5:00-6:00 PM		0 USPRTV20A			\$1,400.00 NM
		ESHW	10/10/12	5:56 PM M-F 5		5:00-6:00 PM		0 USPRTV20/	_		\$1,400.00 NM
1		ESHTh	10/11/12	5:39 PM M-F 5	_	5:00-6:00 PM		0 USPRTV20			\$1,400.00 NM
		ESHTh	10/11/12	5:46 PM M-F 5		5:00-6:00 PM		0 USPRTV20/			\$1,400.00 NM
		ESHF	10/12/12	5:12 PM M-F 5		5:00-6:00 PM		0 USPRTV20			\$1,400.00 NM
	4 W	ESHF	10/12/12	5:50 PM M-F 5	5-6 PM ROT	5:00-6:00 PM	:3	0 USPRTV20/	ACH		\$1,400.00 NM
5	10/09/12 Class of Tir	10/12/ ne - Pre-		C Tonight Show ith notice	11:35P-12:35XM	-2222	:30	8	\$1,200.00	NM	
	Weeks:	Start Da 10/08/1			Spots/Week 8	<u>Rate</u> \$1,200.00					
	Spots: # Ch	n <u>Day</u>	Air Date	Air Time Descr	<u>ription</u>	Start/End Time	Lengt	<u>h</u> <u>Ad-ID</u>			Rate Type
	6 WE	ESHTu	10/09/12	11:47 PM NBC	Tonight Show	11:35P-12:35XN	1 :3	0 FLSNTV03/	ACH		\$1,200.00 NM
1	1 WE	ESHTυ	10/09/12	12:07 AM NBC	Tonight Show	11:35P-12:35XN	1 :3	0 FLSNTV03/	ACH		\$1,200.00 NM
	5 WE	ESHW	10/10/12	12:11 AM NBC	Tonight Show	11:35P-12:35XN	1 :3	0 USPRTV20	ACH		\$1,200.00 NM
	2 W	ESHW	10/10/12	12:32 AM NBC	Tonight Show	11:35P-12:35XN		0 USPRTV20			\$1,200.00 NM
	8 W	ESHTh	10/11/12	11:47 PM NBC	Tonight Show	11:35P-12:35XN		0 USPRTV20	ACH		\$1,200.00 NM
		ESHTh	10/11/12	12:30 AM NBC		11:35P-12:35XM	1 :3	0 USPRTV20	ACH		\$1,200.00 NM
		ESHF	10/12/12	12:11 AM NBC	•	11:35P-12:35XM		0 USPRTV20	ACH		\$1,200.00 NM
L	7 WE	ESHF	10/12/12	12:31 AM NBC	Tonight Show	11:35P-12:35XM	1 :3	0 USPRTV20	ACH		\$1,200.00 NM
6	3 10/13/12 Class of Tir	10/13/ me - Fixe	12 Sat d Non Pre-		6:00-8:00 AM	S-	:30	3	\$500.00	NM	
	Weeks:	Start D: 10/08/1			Spots/Week 3	<u>Rate</u> \$500.00					
	Spots: # Ch		Air Date	Air Time Descri		Start/End Time		h Ad-ID			Rate Type
		ESHSa	10/13/12	6:22 AM Sat S		6:00-8:00 AM		0 USPRTV20			\$500.00 NM
		ESHSa	10/13/12	6:44 AM Sat S		6:00-8:00 AM		0 USPRTV20			\$500.00 NM
	3 WI	ESHSa	10/13/12	7:22 AM Sat S	Sunrise 6-8 AM	6:00-8:00 AM	:3	0 USPRTV20	ACH		\$500.00 NM
	7 10/13/12 Class of Tir	10/13/ me - Pre		C Saturday ith notice	Sat 8-10am	S-	:30	3	\$1,400.00	NM	
	Weeks:	Start D. 10/08/1			Spots/Week 3	<u>Rate</u> \$1,400.00					
	Spots: # Ch	n <u>Day</u>	Air Date	Air Time Desc	ription	Start/End Time	Leng	th Ad-ID			Rate Type
1	3 WI	ESHSa	10/13/12	8:57 AM NBC	Saturday	Sat 8-10am	:3	0 USPRTV20	ACH		\$1,400.00 NM
	1 WI	ESHSa	10/13/12	9:27 AM NBC	Saturday	Sat 8-10am	:3	0 USPRTV20	ACH .		\$1,400.00 NM
	2 WI	ESHSa	10/13/12	9:59 AM NBC	Saturday	Sat 8-10am	:3	0 USPRTV20	)ACH		\$1,400.00 NM

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**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 Invoice # Invoice Date Invoice Month Invoice Period 933635-1 10/21/12 October 2012 10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMER CROSSROADS	1774

www.	wesh.com									
	01 1 1 1 1	E 10.	<b>D</b>	0. 1/5 1.5			Spots/		_	
16	Start Date		Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
3	3 10/13/12 1 Class of Tin		NBC Prime ately Pre-emptible withou	9:00-10:00 PM t notice	S-	1.30	***1***	\$1,000.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSSS-	Spots/Week 1	<u>Rate</u> \$1,000.00					
	Spots: # Ch	<u>Day</u> Air	Date Air Time Desc	<u>ription</u>	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WE	SHSa 10	/13/12 9:17 PM NBC	Prime	9:00-10:00 PM	:3	30 usprtv2(	DACH		\$1,000.00 NM
(	3 10/13/12 Class of Tin	10/13/12 ne - Immedia	NBC Prime L&O SVU ately Pre-emptible withou		S-	:30	1	\$1,400.00	NM	,
	Weeks:	Start Date 10/08/12	End Date MTWTFSSS-	<u>Spots/Week</u> 1	<u>Rate</u> \$1,400.00					
	Spots: # Ch	<u>Day</u> Air	Date Air Time Desc	ription_	Start/End Time		th Ad-ID			Rate Type
	1 WE	SHSa 10	/13/12 10:28 PM NBC	Prime L&O SVU	10:00-11:00 PM	1 :	30 usprtv2	DACH		\$1,400.00 NM
10	0 10/13/12 Class of Tir	10/14/12 ne - Pre-emp	SA/SU 6-6:30 PM otible with notice	SA/SU 5:58-6:30 P	l11	:30	2	\$1,400.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS11	Spots/Week 2	<u>Rate</u> \$1,400.00					
	Spots: # Ch			<del>-</del>	Start/End Time	Leng	th Ad-ID			Rate Type
	4 WE	SHW 10.	/10/12 5:24 AM M-F I	Early Sunrise	5:00-6:00 AM	:	30 usprtv2	0ACH		\$300.00 NM
	3 WE	ESHW 10.		Sunrise @6AM	6:00-7:00 AM	::	30 usprtv2	0асн		\$1,100.00 NM
	1 WE	ESH <i>Sa</i> 10.	V/13/12 SA/S	SU 6-6:30 PM	SA/SU 5:58-6:3	80 Pi :	00			\$1,400.00 NM
	2 WE	ESHSu 10	•	U 6-6:30 PM	SA/SU 5:58-6:3	30 Pi ::	30 usprtv2	0асн		\$1,400.00 NM
1	1 10/14/12 Class of Tir	10/14/12 ne - Fixed N	Sun Sunrise@6-8 AM on Pre-emptible	6:00-8:00 AM	S	:30	3	\$500.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12S	Spots/Week 3	<u>Rate</u> \$500.00					
	Spots: # Ch	Day Air	Date Air Time Desc	ription	Start/End Time	Leng	th Ad-ID	_		Rate Type
-	3 W	ESHSû 10	/14/12 6:12 AM Sun	Sunrise@6-8 AM	6:00-8:00 AM	:	30 usprtv2	0асн		\$500.00 NM
		ESHSu 10		Sunrise@6-8 AM	6:00-8:00 AM	•	30 usprtv2			\$500.00 NM
	1 WE	ESHSu 10	/14/12 7:53 AM Sun	Sunrise@6-8 AM	6:00-8:00 AM	:	30 usprtv2	0ACH		\$500.00 NM
1:	2 10/14/12 Class of Tir		NBC Sunday Today ptible with notice	8:00-9:00 AM/9-11	AS	:30	1	\$1,800.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12S	<u>Spots/Week</u> 1	<u>Rate</u> \$1,800.00					
	Spots: # Ch	Day Air	r Date Air Time Desc	cription	Start/End Time	Leng	th Ad-ID			<u>Rate</u> <u>Type</u>
	1 W	ESHSu 10	/14/12 8:25 AM NBC	Sunday Today	8:00-9:00 AM/9	3-11/ :	30 USPRTV2	0ACH		\$1,800.00 NM
1	3 10/14/12 Class of Tir		NFL ptible with notice	8:00PM-conclusion	1S	:30	1	\$15,000.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12S		<u>Rate</u> \$15,000.00					
	Spots: # Ch				Start/End Time	Leng	ath Ad-ID			Rate Type
	1 W	ESHSu 10 LR - Foo			8:00PM-conclu	sion :	30 USPRTV2	OACH		\$15,000.00 NM
1	4 10/15/12 Class of Tir	10/15/12 ne - Pre-em	Regis & Kelly 9-10 A ptible with notice	M 9:00-10:00 AM	M	:30	2	\$900.00	NM	
	Weeks:	Start Date 10/15/12			<u>Rate</u> \$900.00					
	Spots: # Ch			_	Start/End Time	e Len	gth Ad-ID			Rate Type
				s & Kelly 9-10 AM	9:00-10:00 AM		30 USPRTV2	20ach		\$900.00 NM
				s & Kelly 9-10 AM	9:00-10:00 AM		30 usprtv2	20ACH		\$900.00 NM
1	5 10/15/12 Class of Ti	10/15/12 me - Pre-em	NBC Today Show II ptible with notice	10AM-11AM	M	:30	2	\$800.00	NM	

Send Payment To:





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/21/12 | October 2012 | 10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMER CROSSROADS	1774

www.wesh.com

		S	Spots/			
ine Start Date End Date Description Start/End Time	MTWTFSS	Length W	/eek	Rate	Туре	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           10/15/12         10/21/12         M         2	<u>Rate</u> \$800.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length A	d-ID			Rate Type
2 WESHM 10/15/12 10:28 AM NBC Today Show II	10AM-11AM		SPRTV20A	ΔCH		\$800.00 NM
1 WESHM 10/15/12 10:50 AM NBC Today Show II	10AM-11AM		SPRTV20			\$800.00 NM
	<u></u> .					<b>4000100</b> 1111
16 10/15/12 10/15/12 M-F 4-5 PM NEWS M-F 4-5 PM Class of Time - Pre-emptible with notice	M	:30	2	\$900.00	NM ———	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 10/15/12 10/21/12 M 2	<u>Rate</u> \$900.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length A	d-ID			Rate Type
2 WESHM 10/15/12 4:13 PM M-F 4-5 PM NEWS	M-F 4-5 PM		:30 USPRTV20ACH			\$900.00 NM
1 WESHM 10/15/12 4:53 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 USPRTV20ACH				\$900.00 NM
17 10/15/12 10/15/12 M-F 5-6 PM ROT 5:00-6:00 PM Class of Time - Pre-emptible with notice	M	:30	2	\$1,500.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 2	<u>Rate</u> \$1,500.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length A	d-ID			Rate Type
2 WESHM 10/15/12 5:26 PM M-F 5-6 PM ROT	5:00-6:00 PM		:30 USPRTV20ACH			\$1,500.00 NM
1 WESHM 10/15/12 5:41 PM M-F 5-6 PM ROT	5:00-6:00 PM	:30 USPRTV20ACH				\$1,500.00 NM
						7.,
18 10/15/12 10/15/12 NBC Tonight Show 11:35P-12:35XN Class of Time - Pre-emptible with notice	M	:30	2	\$1,300.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week	Rate					-
10/15/12 10/21/12 M 2	\$1,300.00					
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u>	Start/End Time		Length Ad-ID			<u>Rate</u> <u>Type</u>
1 WESHM 10/15/12 11:46 PM NBC Tonight Show	11:35P-12:35XN		:30 USPRTV20ACH			\$1,300.00 NM
2 WESHM 10/15/12 12:07 AM NBC Tonight Show	11:35P-12:35XN	/I :30 U	ISPRTV20	ACH		\$1,300.00 NM
19 10/13/12 10/13/12 Sat. Entertainment this W7:00-8:00 PM Class of Time - Pre-emptible with notice	S-	:30	2	\$1,100.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           10/08/12         10/14/12        5-         2	<u>Rate</u> \$1,100.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length A	Length Ad-ID			Rate Type
1 WESHSa 10/13/12 7:36 PM Sat. Entertainment this W	eek 7:00-8:00 PM	:30 ਪ	:30 USPRTV20ACH			\$1,100.00 NN
2 WESHSa 10/13/12 8:00 PM Sat. Entertainment this W	eek 7:00-8:00 PM	:30 પ	:30 USPRTV20ACH			\$1,100.00 NN
20 10/11/12 10/11/12 M-Sun Nightly News 6:30-7:00 PM Class of Time - Pre-emptible with notice	T	:30	1	\$2,500.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           10/08/12         10/14/12        T         1	Rate \$2,500.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length A	Ad-ID			Rate Type
1 WESHTh 10/11/12 6:45 PM M-Sun Nightly News	6:30-7:00 PM	:30 \	JSPRTV20	ACH		\$2,500.00 NN
	Total Spots	69				
				0 7.		

Payment Terms 30 Days

 Gross Total
 \$83,200.00

 Agency Commission
 \$12,480.00

 Net Amount Due
 \$70,720.00